



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

APRIL 2011

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 10.7 percent** for February 2011 compared to February 2010 and **prepared food and beverage tax collections were up 4.3 percent** during the same period.

### GROUP SALES

Group Sales charged ahead in March, bringing 55 leads totaling \$28,229,631 in Economic Impact, and 47,194 room nights. Definite bookings for the month numbered 21, with \$14,953,902 in economic impact, totaling 7,444 room nights. The Sales team has hit the road again to promote Greater Raleigh to meeting planners and Community Stake holders. National Sales Manager, Stephen Jackson traveled to Chicago to make sales calls to the multicultural market. National Sales Manager, Loretta Yingling, CMP and Associate Director of Sales, Malinda Pettaway, CMP, CASE both attended Meeting Professionals International- Carolinas Chapter Board and Chapter Meeting in Greensboro, NC. Ms. Yingling also attended the North Carolina Chapter of Society of Government Meeting Professionals meeting in Hickory, NC and the Triangle Business Journal Healthcare Heroes Tradeshow in Raleigh, NC. Regional Sales Director, Kumi Anzalone, CASE, CMP has been busy in Washington DC attending AMP's monthly event, Potomac Chapter of MPI Executive Committee Meeting, PMPI Nominations Committee Meeting and a DC Sales Mission. She also attended a PMPI Educational Event in Tyson's Corner and a PMPI Networking Event in Sterling, VA. The entire sales team participated in the Wake Economic Development Cluster Reception at the Raleigh Marriott City Center.

### SPORTS MARKETING

March highlights include Mid-Atlantic Power League Volleyball Tournament, which was held March 5-6 at the Raleigh Convention Center. More than 100 teams traveled to the Capital City from as far away as New Jersey and Georgia. Organizers installed 24 courts in RCC's exhibit halls, and the event, hosted by the Triangle Volleyball Club, generated about 1,300 hotel room nights and \$420,000 in direct visitor spending. NC State's Reynolds Coliseum was the site of the NCHSAA basketball 3-A and 1-A state championships. It marked one of 12 NCHSAA state championship events hosted by the City of Raleigh – more than any other city in North Carolina. Other key events included the USA Swimming Southern Zone Eastern Sections at the Triangle Aquatic Center; the Butterfly Cary Cup (table tennis) at Bond Park in Cary; and the Tobacco Road Marathon, which had its start/finish line at the USA Baseball National Training Complex and which showcased the American Tobacco Trail in western Wake County as the centerpiece of its 26.2-mile layout. March assisted bookings included the 2011 ACIS National Basketball Championships, hosted by NC State University's Campus Recreation Department. More than 60 teams from throughout the U.S. are expected to compete (April 8-10). The Greater Raleigh CVB and the Capital Area Soccer League have signed a three-year contract extension for the CASL visitRaleigh.com National Soccer Series, which now runs through the 2013 event. The first three years of the National Soccer Series (2008-2010) generated approximately 30,000 hotel room nights and \$10 million in direct visitor spending.



## **PUBLIC RELATIONS**

The Communications Department welcomed AirTran Airline's Inflight Magazine, *GO*, to the area this month. The magazine's photo team was in the area shooting images at the NC Museum of Art for the June issue. Loren Gold represented the Communications Department at a Charlotte Media Mission hosted by the NC Division of Tourism at the Ballantyne Resort in Charlotte. More than 30 media members attended the evening reception to discover story ideas from destinations across the state. Denny Edwards was featured in a feature article in *Business North Carolina* highlighting how the meetings and convention industry is driving tourism recovery. The Communications Department has also hired a part-time / temporary Communications Assistant while Director of Communications, Ryan Smith, is out on maternity leave. In conjunction with the Marketing Department, Ryan Smith met with staff from the N.C. Museum of Art to discuss marketing tactics and public relations opportunities for the museum's upcoming *Rembrandt in America* exhibition and members of the local hospitality community during the Bureau's Quarterly Marketing Update to discuss upcoming public relations opportunities.

## **SERVICES**

It was a great month for us! Numbers are strong for group servicing (up 10% year to date over last year), and VIC numbers are on pace against FY 2009-2010 (we fulfilled 563 inquiries during the month while accommodating 914 walk in visitors and handling 306 phone calls). Ambassador support was strong (always mirroring our busier months) and complemented our staffing levels by contributing 130 volunteer hours. In the way of other accomplishments: Major conventions hosted in March included NCTiES (NC Technology in Education Society) returned for the 3<sup>rd</sup> year with record attendance (close to 2,000); NC Reading Association was here for the first of many years and attracted close to 1,000 attendees; National College Admissions brought approximately 2,000 people for its first Raleigh College Fair; Alpha Phi Alpha Fraternity, Inc. was here for its Southern Region Convention, the first time in Raleigh since the late 90's (and close to 1,000 registered delegates). Ms. Brakenbury traveled to Dallas to attend the SIGSCE 2011 convention – while there she promoted Raleigh as the host of the 2012 convention (an event that will attract 1,200 attendees). We were pleased to partner with the Raleigh Police Department/ Taxi Cab Division as the department hosted its first Taxi Cab Training Program. The class is for new drivers. GRCVB's role was to educate drivers on what resources GRCVB can provide which help them to better serve their customers needs, teach them about what's new (things to see and do), and also impress upon them the value of great customer service. The March class included 25 drivers. Our hope is to conduct these presentations on a regular basis for the future, and thus continue to help raise the standard for cab service in our area. Also, we have announced the spring Customer Care for the Hospitality Industry class which will be held April 28 from 1:30 to 4:30 pm. In an effort to provide this training as conveniently as possible to more people and attract tourism related businesses in southern and western Wake County, this class will be held at the Holly Springs Cultural Center.

## **MARKETING**

In March, production continued on the Official Visitors Guide. Local partners interested in advertising must reserve space by April 12, so that the guide will be ready for distribution in June. The Marketing and IT Departments also undertook design work and site map revisions for the new visitRaleigh.com, which is slated for a full redesign and summer re-launch. On March 2, the Marketing staff met with the Bureau's creative agency to discuss new and revised tactics for the coming fiscal year. On March 7, Marketing and Communications staff met with the N.C Museum of Art to begin planning visitor promotions of the upcoming exhibit *Rembrandt in America*. On March



13-15, director of marketing Jonathan Freeze attended the N.C. Governor's Conference on Hospitality and Tourism. On March 23, the Marketing and Communications Departments met with local hotel and attraction partners for a Quarterly Marketing Update, which included discussions of new developments and co-op marketing opportunities, including advertising opportunities that had been presented at the N.C. Governor's Conference. Three new videos debuted on the Greater Raleigh video gallery (<http://video.visitraleigh.com>): Irregardless Café, Krispy Kreme Challenge and Page-Walker Arts and History Center. Under advertising for the month, leisure-oriented banner ads ran on the Vacation Planning Ad Network and Vacation Planning e-Newsletter. A meetings-oriented advertorial appeared in the March 17 *Meetings South* e-Newsletter.



**VISITOR INDUSTRY STATISTICAL REPORT  
MARCH 2011  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Feb 10	Wake County	North Carolina	United States
Feb. 2011 Occupancy %	+7.4%	59.7%	51.9%	55.7%
Feb. 2011 ADR	+0.7%	\$80.98	\$76.47	\$98.95
Feb. 2011 RevPar	+8.2%	\$48.37	\$39.71	\$55.15
2011 YTD Occupancy %	+7.0%	55.4%	47.1%	51.5%
2011 YTD ADR	+2.4%	\$81.45	\$75.83	\$97.89
2011 YTD RevPar	+9.6%	\$45.10	\$35.75	\$50.41

*Source: Smith Travel Research, Inc.-Stats lag by one month; Republication or other re-use of this data without the express written permission of STR is strictly prohibited.*

**AVIATION PRODUCTION**

*Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2011*

	February 2011	2011 YTD	YTD% Chg from 2010
Passenger Enplanements	299,902	613,498	+2.1%
Passenger Deplanements	296,369	626,636	+3.8%

**RALEIGH CONVENTION CENTER INFORMATION**

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
HVS	9	19	28	33	37	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	
At RCC (Definite)	14	45	54	56	27	17	11	6	4	4	1	1	0	1	0	1	242
At RCC (Tentative)			4	20	17	17	12	8	3	2	3	3					89

*Above numbers are GRCVB assisted definite and tentative bookings for the RCC*

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	March 2011	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	7,444	82,115	78,750	+5%
Estimated Economic Impact	\$14,953,902	\$55,534,319	\$39,750,000	+40%
Number of Definite Bookings	21	160	126	+27%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	March 2011	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	47,194	244,201	240,000	+2%
Estimated Economic Impact	\$28,229,631	\$155,029,352	\$162,747,000	-2%
Number of Tentative Leads	55	373	378	+2%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	March 2011	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	3,065	103,122	69,000	+ 49 %
Estimated Econ Impact	\$742,285	\$42,861,145	\$22,500,000	+ 90 %
Number of Definite Bookings	4	48	49	-2%

**VISITOR SERVICES PRODUCTION**

	March 2011	FY 10/11 YTD	YTD% Chg from 09-10
Number of Groups Serviced	53	331	+10%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
Lego Kid's Fest	10/7-9/11	225	20,000	\$9,005,400
Association of Public Health Laboratories	5/30-5/13	1,140	450	\$403,740
NC State Firemen's Assn	8/7-10/13	1,670	1,500	\$970,770
NC State Firemen's Assn	7/23-27/14	1,670	1,500	\$1,087,770
<b>TOTAL (A)</b>		<b>4,705</b>	<b>23,450</b>	<b>\$11,467,680</b>

**GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
USSSA Eddie O'Bunn Softball	3/18-20/11	400	750	\$126,600
ACIS National Basketball Champ	4/7-9/11	825	1,050	\$230,925
Senior Softball Nat'l Qualifier	5/13-15/11	40	200	\$29,560
Dynamic Baseball 15-U World Series	8/18-21/11	1,800	1,300	\$355,200
<b>SPORTS TOTALS (B)</b>		<b>3,065</b>	<b>3,300</b>	<b>\$742,285</b>
IMN Solutions	3/14-18/11	380	150	\$101,820
Legal Aid of NC	4/3-6/11	40	50	\$21,525
NC League of Municipalities	4/13-15/11	60	30	\$13,860
Sigma Gamma Rho Sorority, Inc.	4/29-30/11	100	200	\$77,505
NC Gospel Announcers Guild	5/3-7/11	131	200	\$100,461.00
NC Division of Aging and Adult Services	5/9-10/11	20	60	\$9,300.00



WordCamp Raleigh	5/20-22/11	20	350	\$84,180.00
Branscomb Family Reunion	5/27-30/11	75	50	\$26,100.00
Bell/Auman Wedding	6/3-5/11	160	175	\$59,190.00
Alston Family Reunion	7/15-17/11	100	100	\$34,800.00
Spann Clan Family Reunion	7/22-24/11	60	100	\$30,240
Joyce Meyer Ministries	8/16-20/11	706	5,000	\$2,354,730
NC OPT ED - Alliance Day	10/13-14/11	70	53	\$18,042
American Student Dental Assn.	10/28-30/11	142	125	\$50,820
NC Association for Marriage and Family Therapy	2/29-3/12	137	275	\$101,847
Craven Management Associates, LLC	4/18-22/12	310	350	\$188,610
Christian Church Disciples of Christ	4/27-29/12	228	800	\$213,192
<b>TOTAL GROUP (C)</b>		<b>2,739</b>	<b>8,068</b>	<b>\$3,486,222</b>
<b>Total (A+B+C)</b>		<b>10,509</b>	<b>34,818</b>	<b>\$15,696,187</b>

**BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING**

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
Pop Warner Mid-South Champ.	11/24-27/11	2,850	7,000	\$1,266,150
USA Gymnastics Region 8 Men's Junior Olympics	4/12-15/12	1,450	1,400	\$321,550
<b>GROUP SALES</b>				
Sigma Gamma Rho	4/29-30/11	100	200	\$77,505
FORSCOMM	11/13-19/11	270	150	\$111,510
Students Against Destructive Decisions	11/18-20/11	200	250	\$81,300
Daughters of the American Revolution	3/1-4/12	360	450	\$162,135
Carolina Bird Club	5/3-6/12	150	200	\$83,790
Antique Car Club	6/7-10/12	240	175	88,785
Columbiettes 2012	8/17-18/12	125	150	\$60,465
Southern Southeastern Annual Conference	1/15-20/13	680	250	\$151,230
NC Pest Management Association	1/21-24/13	514	750	\$411,234
Mary Kay Cosmetics 2013	3/15-16/13	260	2,000	\$481,260
American Express Corp Meeting Solutions HOG Officer Training	4/3-6/13	1,568	850	\$483,303
100 Black Men of America, Inc. 2013	6/9-16/13	3,260	1,500	\$1,367,310
Grand Chapter of Eastern Stars 2013	9/4-7/13	1,242	1500	\$783,450



Visit America Skanska Meeting Management	9/23-27/13	2,750	625	\$635,250
NC Pest Management Association	1/20-23/14	514	750	\$411,234
Mary Kay Cosmetics 2014	3/28-29/14	260	2,000	\$481,260
100 Black Men of America, Inc. 2014	6/8-15/14	3,260	1,500	\$1,367,310
Grand Chapter of Eastern Stars 2014	9/3-5/14	1,242	1,500	\$783,450
Prince Hall Grand Masons 2014	10/1-4/14	1,200	1,500	\$792,000
100 Black Men of American Inc. 2015	5/31-6/7/15	3,260	1,500	\$1,367,310
Grand Chapter of Eastern Stars 2015	9/2-5/15	1,242	1,500	\$783,450
Prince Hall Grand Masons 2015	9/30-10/3/15	1,200	1,500	\$792,000
National Association for Campus Activities	10/14-17/15	979	1,000	\$635,649
Grand Chapter of Eastern Stars 2016	9/7-10/16	1,242	1,500	\$783,450
Prince Hall Grand Masons 2016	10/5-8/16	1,200	1,500	\$792,000
National Association for Campus Activities	10/12-15/16	979	1,000	\$635,649
<b>GRAND TOTAL</b>		<b>28,297</b>	<b>25,800</b>	<b>\$14,603,289</b>

#### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
USA Table Tennis	TBD	TBD
<b>GROUP SALES</b>		
NC OPT ED	33	53
Dept. of Veteran Affairs	710	350
<b>GROUP TOTAL</b>	<b>743</b>	<b>403</b>

#### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
N.C. Sports Association Quarterly Meeting	Elon, NC (March 1)
N.C. East Tourism Conference	Wallace, NC (March 2)
Mid-Atlantic Power League Volleyball	Raleigh (March 5-6)
NCHSAA Basketball Championship Media Day	Durham (March 7)
Greater Raleigh Sports Council Quarterly Meeting	Raleigh (March 8)
NCHSAA Basketball State Championships	Raleigh (March 12)



NC State Student Sports Mktg. Networking Event	Raleigh (March 14)
Cary Sports Alliance Quarterly Meeting	Cary (March 17)
Butterfly Cary Cup	Cary (March 18-20)
Tobacco Road Marathon	Cary (March 20)
NC State Student Sports Mktg. Networking Event	Raleigh (March 21)
UNC-Chapel Hill Sports Marketing Class	Chapel Hill (March 30)
<b>GROUP SALES</b>	
AMP's Monthly Event	Washington, DC (March 5)
NC SGMP Chapter Meeting	Hickory, NC (March 9-10)
PMPI Executive Committee Meeting	Washington, DC (March 11)
PMPI Nominations Committee Meeting	Washington, DC (March 15)
DC Sales Mission	Washington, DC (March 16-17)
PMPI Board Meeting	Alexandria, VA (March 17)
Wake Economic Development Cluster Reception	Raleigh, NC (March 21)
Triangle Business Journal's Health Care Heroes Expo	Raleigh, NC (March 24)
PMPI Educational Event	Tyson's Corner, VA (March 25)
PMPI Networking Event	Sterling, VA (March 31)